

CITY of BEAVERTON

PRESS RELEASE

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BEAVERTON EXPANDS ECONOMIC DEVELOPMENT SERVICES

Beaverton, Oregon (March 30, 2009) – Mayor Denny Doyle has announced the expansion of the Economic Gardening program to include service to all businesses that are members of the Beaverton Area Chamber of Commerce or that hold a Beaverton business license. A partnership program of the City of Beaverton and the Beaverton Area Chamber of Commerce, Economic Gardening helps local businesses grow by giving them free access to high-quality market research and demographic databases in addition to services that support business growth. Previously, the program was limited to businesses with a commercial address within Beaverton's city limits.

"The benefits to a local company are enormous. Beaverton area businesses can use these tools to target customers and get their message directly to the most interested customers," said Mayor Doyle. "By expanding the program, more businesses that provide Beaverton area jobs can tap into this program and become more competitive by working smarter."

Beaverton's economic development program services include:

- Development of targeted customer marketing and mailing lists
- Referrals for technical assistance such as business plan development or worker training
- Assistance with site location for a new or expanding business
- In depth community profile information and demographics
- Access to information about sources of financing
- Custom business research i.e., competitors, industry trends, new market analysis
- Guidance navigating through the City permit and licensing process

The concept of **Economic Gardening** originated in Littleton, Colorado in the late 1980s. The Economic Gardening model is based on research that shows more than 80 percent of new jobs are created by existing, local companies. Currently the only program of its kind in Oregon, the City of Beaverton's Economic Gardening program focuses resources on helping the community's existing businesses to expand and grow using GIS, database research and other sophisticated information tools that are usually beyond the reach of most local business owners. During its first year of operation, the program has provided services to more than 80 businesses. High quality information, combined with business support services, and connections to higher education, trade associations, and other public/private resources, are providing an environment that fosters growth for these Beaverton area companies.

To find out more about tools you can use to expand your Beaverton area business, please contact the City of Beaverton Business Resource Team at (503) 526-2456 or Evelyn Orr at the Beaverton Area Chamber of Commerce at (503) 350-2004.

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